

Census Barriers, Attitudes and Motivators Study (CBAMS): A Look Ahead

Discussants

John Sandoval, Tracy Rouleau

National Advisory Committee

U.S. Census Bureau

2023 Spring Meeting

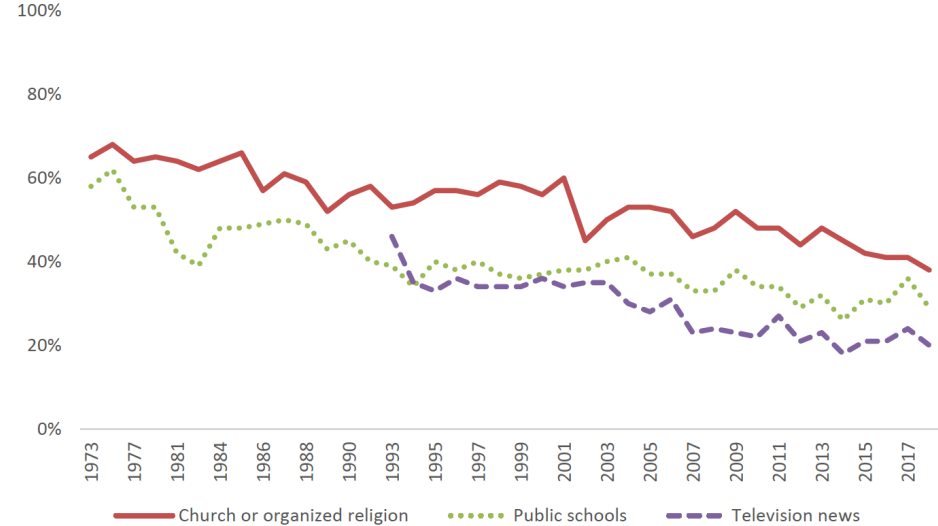
May 4, 2023

Agenda / Contents

- Mistrust and Disinformation
- Initial Observations
- New Methods and Approaches
- Questions / Considerations / Areas to Explore
- Committee Discussion

Trust in Public Institutions Continues its Rich Decline

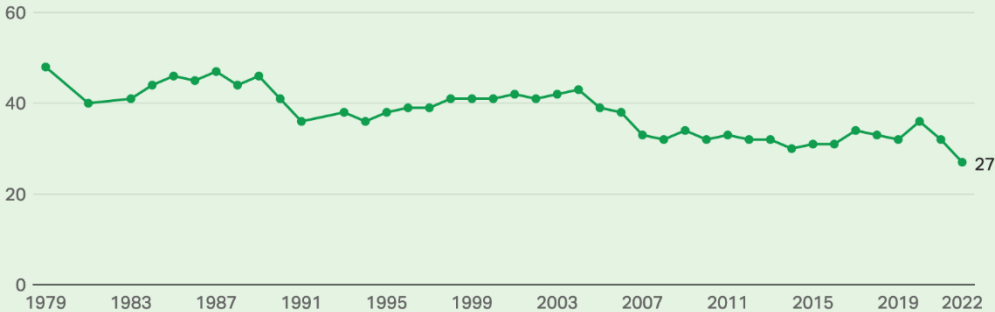
Figure 2
Trust in public institutions over time



Source: Confidence in Institutions, Gallup, 2018: <https://news.gallup.com/poll/1597/confidence-institutions.aspx>

Average Confidence in Major U.S. Institutions, 1979-2022

Figures are the average percentage of U.S. adults who have a great deal or quite a lot of confidence across institutions asked consistently by Gallup.



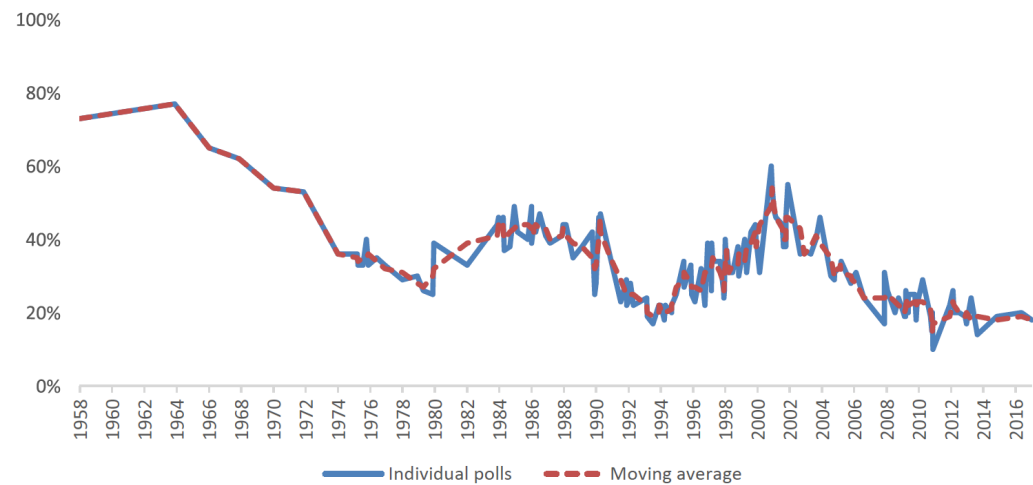
The average includes only those asked consistently by Gallup since 1979 or 1993 (when the list of institutions was expanded). The institutions asked consistently since 1979 are the church/organized religion, the military, the Supreme Court, banks, public schools, newspapers, Congress, organized labor and big business. In 1993 the list of institutions was expanded to include television news, the presidency, the police, the medical system and the criminal justice system.

Get the data

GALLUP

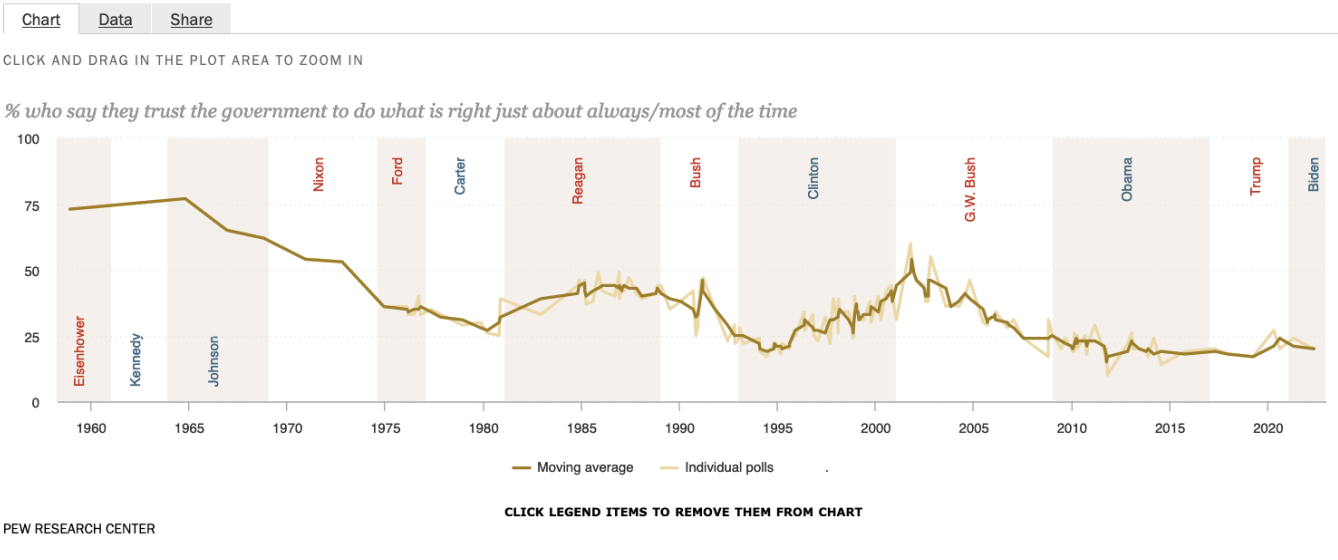
Along with Trust in Government

Figure 3
Trust in government over time



Source: Public Trust in Government: 1958-2017, Pew Research Center, December 14, 2017: <http://www.people-press.org/2017/12/14/public-trust-in-government-1958-2017/>

Public trust in government near historic lows



And the Census has suffered direct blows to its reputation

Pew

TOPICS PROJECTS FEATURES ABOUT GET INVOLVED

FT Magazine Life & Arts

+ Add to myFT

Why the politicisation of the US census really counts

In Donald Trump's America, this normally dull process of amassing statistics has become emblematic of broader issues

Trump's plan to weaponize the census against immigrants has failed

Census officials have reportedly stopped working on Trump's plan to exclude undocumented immigrants from census counts, which are used to redraw electoral maps.

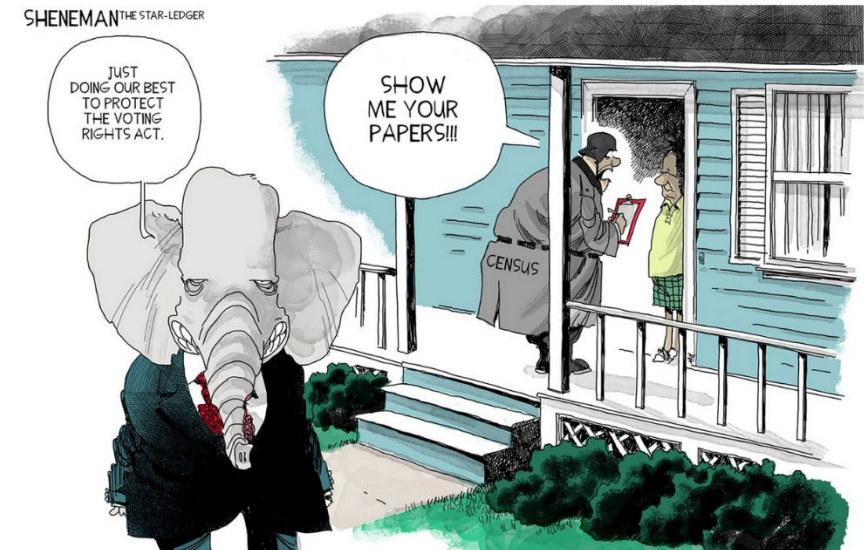
By Nicole Narea | @nicolenarea | Jan 13, 2021, 12:20pm EST

United States[®]
Census
Bureau

Stateline

Some Muslim Immigrants Distrust Census in Trump Era

STATELINE ARTICLE | April 8, 2019 | By: [Tim Henderson](#) | Read time: 6 min



Raise your hand and be counted.

Initial Observations

- Multiple, periodic CBAMS Studies leading to 2030 Census would
 - Yield valuable insights
 - Permit longitudinal comparisons?
 - Represent incremental funding or come at the expense of other programs?
- Enterprise value of CBAMS has strong potential depending on use case
- Undercount of Young Children
 - Would dedicated Focus Groups be in scope / budget?
- Historically Undercounted Populations
 - 2020 Focus Groups conducted due to insufficiency of Survey
- Addressing Barriers to Public Trust
 - Response Bias highlights need for new methods or approaches

New Methods and Approaches may be required to drive a step change in the 2030 Census

Prior CBAMS

- Survey (Mail / Online)
- Focus Groups

2030 CBAMS

- Survey (Online)
- Focus Groups
- Individual interviews?
- Day in the Life immersion?
- Metaphor Elicitation Technique?
- Camouflaged Probing

Questions / Considerations / Areas to Explore

- Planning for the 2030 CBAMS should start with lessons learned from the 2020 CBAMS. We would be very interested in getting a post-mortem on the changes made as a result of previous CBAMS studies, and how effective those have been? Is there anything you can tell us about that today?
- How can we address the inherent conflict between mistrust amongst racial and ethnic minorities, and audiences at risk of low self-response in terms of responding, and the benefits that these groups may gain from responding?
- An Online only survey is not ideal, particularly for low internet use groups. What is the plan to ensure populations impacted by the Digital Divide are represented in CBAMS research?
- What is the approach for attitudinal /mindset segmentation for the 2030 Census? Can the 2020 segmentation be leveraged? How consistent were attitudinal mindsets from the 2010 to 2020 Census?

Questions / Considerations / Areas to Explore

- Understanding that Team Y&R was an integral partner in the CBAMS work, when will the contractor for the 2030 Census be determined? Does it make sense to accelerate this selection so they can take part in and inform the periodic / odd year CBAMS?
- The 2020 Focus Groups were credited with providing deeper and more specific insights for the population subgroups. They in turn were leveraged in the ICP directed towards these audiences. How were insights mined for the mainstream population? Would Focus Groups be necessary for all audiences?
- How were the Hypothesized Motivators and Barriers arrived at in 2020? After the Emergent Motivators and Barriers revealed themselves in the research, were they consistent with expectations? What is the approach to develop the 2030 Hypotheses?

Committee Discussion